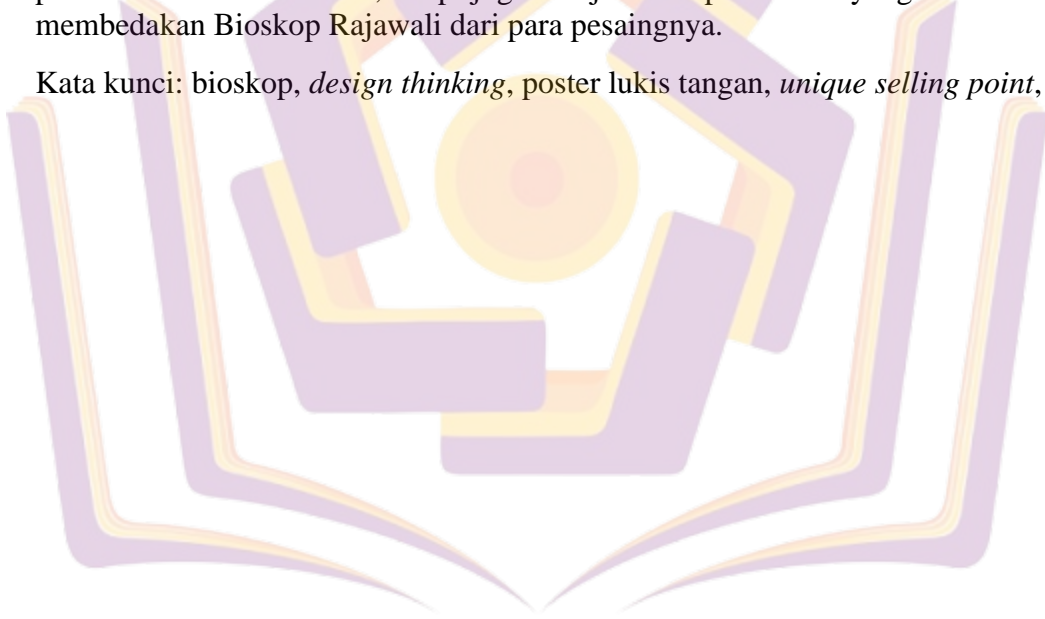


## ABSTRAK

Di era revolusi industri 4.0 yang telah bertransformasi ke 5.0, inovasi menjadi kunci bagi industri hiburan untuk tetap berkembang. Bioskop Rajawali Purwokerto, yang telah beroperasi sejak 1980, menghadapi tantangan dari layanan *streaming online* yang semakin diminati. Untuk mempertahankan daya tariknya, bioskop ini mengedepankan penggunaan poster lukis tangan sebagai strategi *Unique Selling Point* (USP). Penelitian ini menganalisis penerapan metode *Design Thinking* pada poster lukis tangan di Bioskop Rajawali Purwokerto. Menggunakan pendekatan kualitatif, data dikumpulkan melalui wawancara, observasi, dan dokumentasi, kemudian dianalisis secara deskriptif. Hasil penelitian menunjukkan bahwa metode *Design Thinking* mampu menciptakan nilai tambah yang unik, meningkatkan pengalaman visual, serta mempertahankan loyalitas penonton lama sekaligus menarik penonton baru. Poster lukis tangan tidak hanya memberikan sentuhan personal dan estetika khas, tetapi juga menjadi alat pemasaran yang efektif dalam membedakan Bioskop Rajawali dari para pesaingnya.

Kata kunci: bioskop, *design thinking*, poster lukis tangan, *unique selling point*,



## **ABSTRACT**

*In the era of Industry 4.0, which has now transitioned to 5.0, innovation has become crucial for the entertainment industry to continue evolving. Rajawali Cinema Purwokerto, operating since 1980, faces challenges from the growing popularity of online streaming services. To maintain its appeal, the cinema emphasizes the use of hand-painted posters as a Unique Selling Point (USP). This research analyzes the application of Design Thinking methods to hand-painted posters at Rajawali Cinema Purwokerto. Utilizing a qualitative approach, data were collected through interviews, observations, and documentation, and then analyzed descriptively. The findings indicate that the Design Thinking method is effective in creating unique added value, enhancing the visual experience, and retaining loyal audiences while attracting new viewers. Hand-painted posters not only provide a personal and distinctive aesthetic touch but also serve as an effective marketing tool in distinguishing Rajawali Cinema from its competitors.*

*Keywords: Cinema, design thinking, hand-painted posters, unique selling point*

